

Strengthening University-Enterprise Collaboration for Resilient Communities in Asia/SECRA

DISSEMINATION AND EXPLOITATION PLAN

WP6 LEADERS:

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SECRA Dissemination and Exploitation Plan

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1. Aim and objectives of SECRA project dissemination and exploitation plan

The aim of SECRA project dissemination and exploitation (D&E) plan is to pave the way for the successful dissemination and exploitation of the project results identifying target groups and to define mechanisms to reach them. The plan creates a consistent and organized structure to plan and systematically control the project's dissemination and exploitation actions. The strategy will detail how results and deliverables can be applied in order to raise awareness and have substantial impact in the field of UEC.

The dissemination activities of SECRA are realised through numerous types of publications, promotional materials, engagement events, training sessions and online presence. The WP6 includes a range of tasks which are listed in the next field. Many other tasks and deliverables from other WPs will also be part of the dissemination and exploitation strategy. These include but are not limited to: Working papers, Policy briefs, Articles in local trade publications, state of the art reports, Training sessions, Final event report.

Dissemination and exploitation activities raise the profile not only of SECRA, but also of the participating institutions. It is way of communicating progress, activities and results in popular channels, thus increasing the possibility of synergy effects. All target groups benefit from these activities and results, albeit indirectly. This way will provide the tool to better monitoring the performed activities and the planned ones in order to enhance and further improve the outcomes of the project both during the project funding period and beyond to ensure sustainability.

A key aspect in the dissemination and exploitation plan is to maximise the advantage of the Associate Partners from the existing events and meetings. The initial dissemination and exploitation strategy is based on the preliminary information given in detailed description of the project.

The dissemination plan must clearly define and identify the target groups and the mechanisms to reach them. A specific template is attached in order to provide a more systematic control and planning.

WP6, 7, and 8, in addition to promoting people-to-people contact, indirectly align with the objective of promoting cooperation among program and partner countries and among partner countries, mainly through meetings and collaborating in the project management, quality assurance, and dissemination and exploitation activities.

2. Communication of the dissemination and exploitation (D&E)

The main language of dissemination and exploitation will be English. However, several of the WP outputs will be translated into partner and programme country languages in order to expand access to target audiences in all partner countries. Each partner will have the role to inform every 6 months the WP6 leaders about the action performed and normally to delivery such information 1 month before the planned Steering Committee meeting (Template 2).

According to the guidelines stated in the Use of the Grant Document:

- Proof of the dissemination actions (e.g. copies of articles, presentations, training materials, photographs, internet address links, etc.)
- Disclaimer statement that acknowledges SECRA project in papers and publications.

3. Structure of SECRA project dissemination and exploitation plan

The D&E plan consists of Table 1 and Template 1 and Template 2. These templates will be used to collect information among all the SECRA partners for an efficient control.

Table 1: A summary of the SECRA exploitation results that can be exploited within the overall project period with the expected deliverables. This was prepared based on the detailed project description.

Template 1: Provides a clear picture of the whole planned dissemination and exploitation actions based on the Table 1 output. Within it the intended target groups and time of the implemented actions are reported. The proposed and listed actions will be integrated with the outcomes from the discussion following each Steering Committee and/or from specifically dedicated WP6 brain storming. Template 1 will provide a consistent base to enable an efficient monitoring, control and reporting of dissemination and exploitation actions taken by all project partners.

Template 2: A more detailed list of results within the dissemination and exploitation planning workshop determining activities already made and potentially draft future activities. Within this template are also specified the specific target groups of the dissemination activity and the mechanism able to reach them.

Table 1 SECRA Exploitable Results

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Work package and outcome reference number	Dissemination/ exploitable results	Potential corresponding actions
WP1 Preperation: Mapping the Collaborative Landscape		
1.1 Conducting document studies on collaborative frameworks.	All four tasks in WP1 will feed into in-depth country Reports. One each for: Sri Lanka, Thailand, & the Philippines respectively.	Partner Country Reports on UECs
1.2. Conducting social network analysis.	It consists of formal social network analysis as well as network narratives. SECRA will undertake social network analysis at the HEI level.	
1.3 Mapping the institutional landscape at partner institutions	More specific and detailed as well as share the information garnered with all the partners for the purpose of knowledge and experience exchange.	
1.4 Conducting market analysis	conduct a quantitative survey among industries that are related directly and indirectly to disaster resilience and are likely to be affected, directly and indirectly, by consequences of climate change. The research instrument and the analysis for this will be provided by the programme country lead, whereas the contacts and the data collection will be facilitated by the partner countries with assistance from the associated partners.	
Development: Institutional Landscape Optimization		
2.1a and b. Developing, testing, and re-evaluating the UEC relational framework	The draft of the framework will be developed from input from the country reports on UEC collaborations. After that the framework will be developed in sequential steps, testing and re-evaluating its relevance and applicability.	UEC relational framework
2.2a, b, and c. Preparing policy briefs as materials for the policy dialogue.	The briefs will serve as the basis for the policy dialogue.	Policy Briefs (one for each partner country)
2.3. Preparing material and running workshops for the purpose of optimizing the institutional landscape.	SECRA incorporates a total of nine training instances in all WPs, online and on-site. These training events will include material from all substantive WPs. The online training sessions following the on-site ones will contain material similar to the former, if adjusted based on the on-site experience.	Training materials and workshops

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2.4 a, b, c Policy dialogue.	In SECRA we will hold three policy dialogues, one in each partner country.	3 policy dialogues (Thailand, Philippines and Sri Lanka)
WP3: Development: University Enterprise Collaboration Community of Practice		
3.1 Developing an online platform for UEC Communities of Practice.	The platform will serve as online hub of alternative practices and knowledge in the field of UEC in disaster resilience and climate change action.	Online platform for UEC
3.2 Preparing and running Community of Practice online and on-site training.	A thorough understanding of network thinking and a structured approach to CoPs will facilitate the sustainability of the actual ones that are established in SECRA. To this end a number of lectures and workshops will be run on-site as part of capacity building activities.	Online Platform for UEC Communities of Practice
3.3. Preparing and running Community of Practice online and on-site training	A thorough understanding of network thinking and a structured approach to CoPs will facilitate the sustainability of the actual ones that are established in SECRA. To this end a number of lectures and workshops will be run on-site and video recorded for online training.	Community of Practice Online Training
3.4.Social network analysis (snapshot).	This task is a follow up of the social network analysis conducted in WP1 and is aimed at providing a longitudinal picture of UEC in the partner countries. Such an analysis can show any changes to the UEC networks.	
WP4: Development: Innovation and Enterprise		
4.1 Carrying out a corporate start-up lab	The corporate startup lab is a meeting point within the HEI that promotes entrepreneurial thinking in the student body. It will consist of at least two faculty members that will be mentors for students who seek advice on how to go about setting up a startup in sectors related to DR.	Corporate start-up lab
4.2 Preparing and Running University-Enterprise Engagement Days	This is an event hosted at partner universities in each partner country aimed at bringing HEIs, and especially students, and enterprise together.	University Enterprise Engagement Days

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4.3 Promoting Equity and Diversity Within Innovation and Enterprise	Within innovation and enterprise activities, it is essential to how and why diversity is/should be managed in business environments. This training will be provided by onsite and online training sessions. A follow up online test will also be held to ensure that the participants are aware of equality and diversity issues in general.	Onsite and Online Training Sessions
4.4 Preparing Material and Running Online Training Sessions	Training material on different aspects on entrepreneurship will be prepared and delivered during the online training sessions.	Online Training Sessions
4.5 Partner Institution Staff Mobility	Researchers and staff will have the opportunity to visit the lead partner, MIUN, at the Östersund campus.	Partner Institution Staff Mobility
WP5: University Enterprise Collaboration Compass		
5.1a Developing the UEC Compass Model and Tool 5.1b Adjusting the UEC Compass Tool 5.1c Applying the UEC Compass Tool	The development of the compass model will start with a brief literature review of existing models for assessment, measuring and visualization of UECs. The review will feed in to the development of the model in general and the digital tool in particular. A draft version of the digital tool has been prepared and will be fully developed during the project with a user-friendly interface and database system during the first year of the project. The UEC Compass consists of three components: 1. A formalized process model for the evaluation and development of UEC 2. a digital tool to assess the current situation of UECs from different stakeholder perspectives 3. an iterative dialogue format to maintain the UEC structure. The compass model will be an integrated	UEC Compass Model and Tool
5.2 Preparing Material and Running On-Site Training Sessions	This deliverable comes in two parts: Training material on how to use the UEC Compass Model, and the actual on-site training sessions and video recordings for online training. The on-site training sessions will be in the form of workshops where the trainees will apply the UEC Compass Model on real cases from their own institutions, hence “learning by doing”.	On-Site and Online Training Sessions

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5.3 Developing and Applying Sensitization Programme	The draft will be applied in the on-site training sessions where the specific contexts of each institution will be acknowledged and fed into the model for further refinement. The UEC Compass Model will be developed in English but with the option for partner institutions to translate the material to local languages. This deliverable consists of piloting the UEC Compass Model at partner institutions in different context in order to refine the cultural sensitivity of the model.	Sensitization programme
5.4 Preparing Material and Running Online Training Sessions	These will be prepared and carried out according to the project work plan in order to integrate the model with the aims and needs of each university and stakeholder.	
WP6: Dissemination and Exploitation		
6.1 Developing a Dissemination and Exploitation Strategy	The strategy for dissemination and exploitation will lay out the way to maximize the effect and impact from the SECRA project. The strategy will comprise a wide range of activities and efforts for different targeted audiences during all stages of the project. The main aim of the strategy is to contribute to the successful capacity building and to strengthen the communities of practice that are created out of the project.	Dissemination and Exploitation Strategy
6.2 Developing and Maintaining the Project Website	The online presence will be on a dedicated project website and on any relevant social media platforms. All project participants are expected to contribute to the website and social media and a plan for this will be drafted to guarantee the proper engagement.	Website and Online presence
6.3 Producing Quarterly Newsletters	A quarterly digital newsletter will be produced as the principal mean to disseminate results and reports from the project. The newsletter will be published online and disseminated through the partners' and participants' professional networks	Quarterly newsletter
6.4 Writing, Coordinating and Releasing Press Releases	In conjunction with on-site training, as well as in any other newsworthy instance, press releases from the project will be released and disseminated via all partners and any relevant news media services.	Press-releases

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6.5 Producing Marketing Material	Promotional material including flyers, posters, roll-ups, and templates will be developed and made available to all members so they can promote SECRA in their networks. Promotional materials will also be developed prior to main training events.	Press-releases
6.6 Writing Articles in Local Trade Publications	In order to raise awareness of the importance of UEC in the field of disaster resilience and climate change adaptation a number of articles for local trade publications will be produced. The articles also serve the purpose of disseminating information about the SECRA project as well as outcomes and results, such as the on-site events. WP6 is in charge of the articles but the texts will be produced by other WPs as well.	Promotional material
6.7 Keeping an Active Online/Social Media Presence		Articles in local trade publications
6.8a and b Drafting and revising the Sustainability and Continuity Plan	In order to secure the sustainability of the project WP6 will produce a plan for the continuity of any relevant activities and means, such as the project website, the platform for the communities of practice and the UEC Compass Model. The plan will include spawning sessions and other activities to promote future proposal by partner institutions and startup of related institutional projects.	Sustainability and Continuity Plan
6.9 Holding Final Event	A final event will be arranged by a partner university in a partner country. Although the event concludes the project, most importantly the goal is to gather as many CoP-members partners as possible in order to support an engaged sustainability of the community.	Final Event
WP7: Quality Assurance		
7.1 Establishing Quality Assurance Plan	A quality plan will be drafted, discussed and adopted by all the partners early in the project's life, in M3. The discussions and adjustments will take place during the kick-off meeting to ensure buy-in by all the partners.	Establishing Quality Assurance Plan

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7.2 Setting up Monitoring Mechanisms	These evaluations will be compiled from surveys conducted in conjunction with the training events to ensure that completion of the surveys and also the most accurate response. These recurrent evaluations will be shared with the partners as a form of feedback. They will then not be evaluations for evaluation's sake, but will be used as instruments for improvement.	Setting up Monitoring Mechanisms
7.3 Conducting Ongoing Evaluations		Conducting Ongoing Evaluations
7.4 Conducting Annual Review	This instance will provide space for reflections by the partners in terms of whether their expectations are being met and at the same time, if they feel they are performing according to the quality plan. These annual evaluations will also be used as a tool for improvement and will be followed up in the steering committee meetings.	Conducting Annual Review
WP8: Project Management		
8.1 General Project Administration		General Project Administration
8.2 Financial Administration	The purpose of the consolidated work plan is to follow and review the fulfilment of the defined tasks and deliverables in a systematic fashion. The aim is to maximize the likelihood of a high-level utilization of the results and deliverables from the project. The plan will describe in detail the management and meeting procedures as well as define the expected quality of the project performance. The work plan is considered a "living document" and will be adjusted if necessary, along the project timeline. The formal revisions and updates will be decided by the management committee.	Financial Administration
8.3 Establishing a Project Management Plan		Project Management Plan

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8.4 Establishing a Risk Management Protocol	The risk and continuity plan will define a strategy through the recognition of threats and risks facing the SECRA project, with an eye to ensure that project members and critical functions are able to function in the event of a disruption. The risk and continuity planning involve defining potential risks, determining how those risks will affect operations, implementing safeguards and procedures designed to mitigate those risks, and periodically reviewing the process to make sure that it is up to date.	Risk Management Protocol
8.5 Preparing and Holding Kick-Off Meeting	The first project meeting will be held in the second month of the project. This meeting will introduce the members of the project team to each other and provide the opportunity to discuss the role of team members. Other elements of the project will also be discussed and decided at this meeting such as meeting schedule, status reporting, etc.	Preparing and Holding Kick-Off Meeting and meeting minutes
8.6 Holding Management Meetings On-Site and Online	The management meetings are vital to the successful running of the project. In order to facilitate the good governance of the project WP8 will develop a checklist for the planning of productive and meaningful meetings, including items like:	Holding Management Meetings On-Site and Online and meeting minutes
8.7 Compiling Interim and Final Reports	The co-leads of WP8 will produce interim reports every six months with the input from all WPs. The purpose is to regularly assess and review tasks, deliverables, results and outcomes in order to ensure the successful fulfilment of the project. The final report will be a comprehensive description of the project and with thorough analyses of activities and results along the project life-time and the outcomes and impact afterwards.	Compiling Interim and Final Reports

Template 1 Planned dissemination and exploitation actions

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List of dissemination action type	Description of specific dissemination actions	Target Groups	Expected dates	Measurable indicators
Website				Number of website users At least 20 frequent visitors from each partner institution
Online presence: social media (Facebook, Twitter, LinkedIn, Researchgate) Project information on partner institutions' websites				At least 500 followers in social media combined Tweets liked a minimum of 50 times
Quarterly newsletter				One newsletter per quarter
Press-releases				Minimum of five press releases
Promotional material				Brochures, flyers, rollups. Posters, leaflets
Articles in local trade publications				Minimum of nine articles
Sustainability and Continuity Plan				One plan
Final Event				Minimum of 150 participants

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SECRA Project presentations at non-SECRA events				
Conference presentations based on SECRA outcome				
Conference and journal publications				
Key notes/ policy dialogues				
Project information dissemination among students and industry				



Template 2: Dissemination actions table (to updated during each steering Committee meeting of WP 6) of the Dissemination plan

Institution, Country	Description Resource person, Place, Date	Dissemination Content	Target Group	Mechanism to reach target group	Number of participants	When

